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# *Modern Gladiolus*

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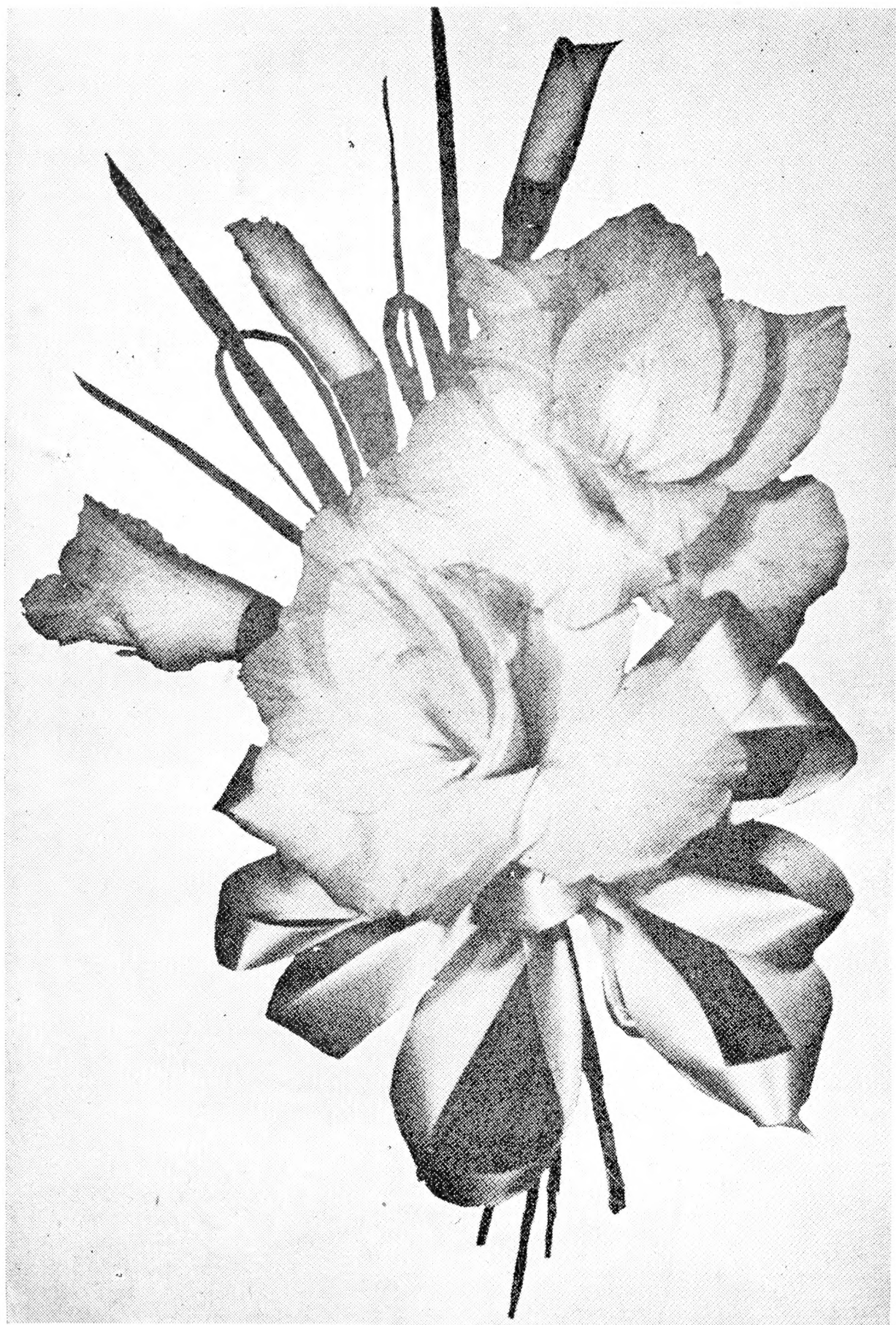
1949

*From*

*Garden of the Gods*

BOX 106

JANESVILLE, WISCONSIN



DOUBLE GLADIOLUS CORSAGE

## FLORIST SUPPLIES FOR OUR CUSTOMERS

We have found that our Glad customers are unable to purchase florist supplies, to combine with their flowers, and continue to advance in their hobby of Gladiolus. It is next to impossible to construct the modern floral designs, without the basic materials to work with. Every Glad fan has that desire to become proficient in creating floral beauty of design with the flowers that he, himself has raised. All professional florists have gained their technical skill through practice in working with flowers, and using their creative imaginations to construct floral beauty. A large percentage of Glad fans can become proficient in floral design by continued practice in combining basic materials with their flowers. Your commercial florist refuses to sell these basic materials to you because of business reasons. We want our Glad customers to advance with their hobby, and attain the fullest satisfaction from the flowers that they grow. Whether we will continue to offer these florist supplies in our catalog depends upon the response we receive from our customers. In other words, if you wish to have this supply available to you, only your orders can determine. We can ship these supplies with your Gladiolus bulbs.

### SUGGESTIONS IN FLORAL DESIGN

**CORSAGE**—Gladiolus florets can be so designed to resemble doubles, which lend themselves perfectly for corsage construction. This doubling can be designed to resemble a Camellia, thus the name Glamellia, which is one of our most popular corsages.

**HAIR, DRESS ORNAMENTS and WRIST BRACELETS**—This type of floral design should be made from the smaller florets and buds near the tip of the spike. Daintiness is the secret of these smaller floral pieces.

**SPRAYS**—The older "moss-board" sprays are being supplanted by the modern tied sprays. All material needed for this type of spray is your Glads, greens, ribbon and florist thread or wire.

**BASKET and TABLE ARRANGEMENTS**—Glad fans are generally well versed with this type of work, because the material is usually available to them at gift and pottery stores.

**RIBBONS**—Luxurious Satins—The perfect compliment to beautiful flowers.

4½ inch width—Basket and large spray size.

No. 1450—per yard 25c. Per 20 yard bolt \$4.35.

Colors—white, orchid, Nile green, soft yellow, medium pink.

2¾ inch width—Basket and small spray size.

No. 1275—per yard 20c. Per 20 yard bolt \$3.35.

Colors same as above.

1½ inch width—Bouquet, vase and basket size.

No. 1150—per yard 12c. Per 20 yard bolt \$1.95.

Colors same as above.

⅝ inch width—Wedding, corsage and shower size.

No. 1058—per yard 5c. Per 50 yard bolt \$2.25.

Colors same as above.

7/16 inch width—Wedding, corsage and shower size.

No. 10716—per yard 3½c. Per 100 yard bolts \$3.25.

Colors same as above.

**METALINE RIBBON**—Economy ribbon for basket, sprays and bouquets.

4½ inch width only. Open or solid weave. (state which).

No. 2450—per yard 10c. Per 40 yard bolt \$3.65.

Colors same as above.

**SILVER RIBBON—GOLD RIBBON—Metallic finish.**

3/8 inch width. State finish desired.

No. 2058—per yard 5c. Per 50 yard bolt \$2.35.

7/16 inch width. Silver finish only.

No. 20716—per yard 4c. Per 50 yard bolt \$1.85.

**FLORIST THREAD—(Work twine for typing sprays, etc.)**

Strong, tough, green finish. Wound on generous 2 oz. tube.

No. 101—per tube 30c.

**CORSAGE THREAD—Green**

No. 102—per spool 30c.

**WIRE ON STICKS—Soft annealed wire on 1/4 lb. sticks.**

No. 103—24 gauge—Spray size—per stick 20c.

No. 104—28 gauge—Corsage size—per stick 30c.

No. 105—32 gauge—Corsage size—per stick 40c.

**STANDARD FLORIST WIRE—Soft wire cut to 18 inch lengths. Box contains assorted gauges from 16 to 30. Economy supply.**

No. 106—per box (10-12 lbs.) \$3.70.

**FLORATAPE—The individual florets of Gladiolus have no stems. Artificial stems must be constructed for corsage work, etc. Florist wire is used for this purpose. This wire is wrapped with floratape, to give it the desired finish. White or green finish.**

No. 107—per roll 25c. Per box of 12 rolls \$2.90.

**CORSAGE FEATHERS—Colorful plumes to accutuate your design.**

No. 108—Assorted colors. 25 to a pkg. \$3.50.

**CORSAGE PINS—One gross (144) to a box.**

No. 109—per box \$2.15.

**CELLOPHANE CORSAGE BAGS—12x8 inches.**

No. 110—per bag 3c.

**CORSAGE BOXES—2 piece. Green.**

No. 111—per box 9c.

**WIRE PICKS—For spray and design work.**

No. 112—2 1/2 inch green. Per 1000—\$1.00.

No. 113—4 inch green. Per 500—\$1.00.

**FLORIST CARDS AND ENVELOPES—Assorted cards of Sympathy, Holiday, Birthday, Speedy Recovery, Congratulations, Greetings, Mother and Baby, etc. Envelopes to match.**

No. 114—Cards and Envelopes. Per 100—\$1.25. Per 500—\$5.00.

**FLORALIFE—The cut flower food. Two quart size.**

No. 115—per package 10c.

**GREENS—**Because greens are perishable, it is impossible for us to supply this type of material to you. If a search is made in your locality, some suitable foliage will be available to you for use as greens. Much of it will be found growing wild. Much can be done with the foliage of the Gladiolus, for use as greens. If the natural leaf is too wide for your design; try trimming the foliage into narrow strips. This foliage can be wired and florataped to form an artificial stem.

**NOTE—**Floral design is a subject that can cover a very broad field. Any expansion to details of design will depend upon the response we receive from our customers. Gladiolus is your hobby; we want you to have the enjoyment of creating your own floral pieces.

## NEW AND LATE INTRODUCTIONS

**LA VALLE** (Lines):—Here is a seedling, due for release just as soon as a sufficient quantity of stock is propagated. LA VALLE is a beautiful rich, ruffled light cream with small orange throat marks. Consistently grows five feet tall. Opens 8 or more 5½-inch florets, on a nice long spike, always straight. Florets are so rich, they instantly attract attention. We grew LA VALLE under trial this past summer, and we can honestly say it has **everything**. We regard it superior to SUNSPOT, (if that is possible). LA VALLE is a Glad that can take adverse weather conditions, and still grow a perfect spike for you. It is a sure-fire future commercial, and its show possibilities are unlimited. It falls in a very weak color class, (cream with marking) and is a decided improvement over present varieties of this color.

We are releasing a very limited number of large bulbs in order to get a show record for it. We want some blue ribbons for this seedling this year. Large bulbs only. **\$5.00 each.**

**INDIAN SUMMER** (Langworthy-1949):—Class 480. informal. Here is a perfectly named smoky that should prove a sensation on the show table, and in those many thousands of home gardens. Its color make-up is a diffusion of those autumn colors, with an overlay of grey lavender smoky. The color is so unusual that no two admirers have been able to express the same color description. Color description is so difficult that we will leave you grow it for your own description. At Pasadena at Southern California Glad show, INDIAN SUMMER and BUTTERSCOTCH, were among the first five most popular flowers in the show, by public vote of those in attendance. These bulbs are Wisconsin grown. A show sensation at popular introductory prices. Each,

**Large \$1.25; 10 for \$10.00. Medium \$1.00; 10 for \$8.00**

**Bulblets per 10—\$1.25. Per 100—\$8.00**

**NANCY** (Arnett-1949):—Trial ground performance of this sterling variety has not been equaled by any other variety. NANCY is the only variety to date, able to win an 'Award of Commendation,' awarded by National Gladiolus Trial Gardens (NEGS). NANCY won best seedling awards at four shows 1948. Grand Championship at Midland, Mich. NANCY is the commercial red of the future; possessing all the requirements for commercial culture. Opens tight; opens to the tip; and a good shipper. NANCY is one of our modern Glads that has proven to be disease resistant. She will truly be one of our Glads of the future. A new release that every one will be able to afford.

**Large \$1.00; 10 for \$8.00. Medium \$.75; 10 for \$6.00. Small \$.50; 10 for \$4.00; 100 for \$32.00. Bulblets 10-\$1.00; 100-\$8.00; ½ pt.-\$50.00.**

**BUTTERSCOTCH** (Langworthy - 1948):—Indian Yellow, overlayed with Chinese Coral. Truly a sensationally beautiful color. Has proved a sensation in its first year, and will eventually grow in every back yard in America. Everybody likes BUTTERSCOTCH, and at these low prices, you will too.

**Large \$1.00; 10 for \$8.00. Medium \$.75; 10 for \$6.00. Small \$.50; 10 for \$4.00; Bulblets 10-\$1.00; 100-\$8.00.**

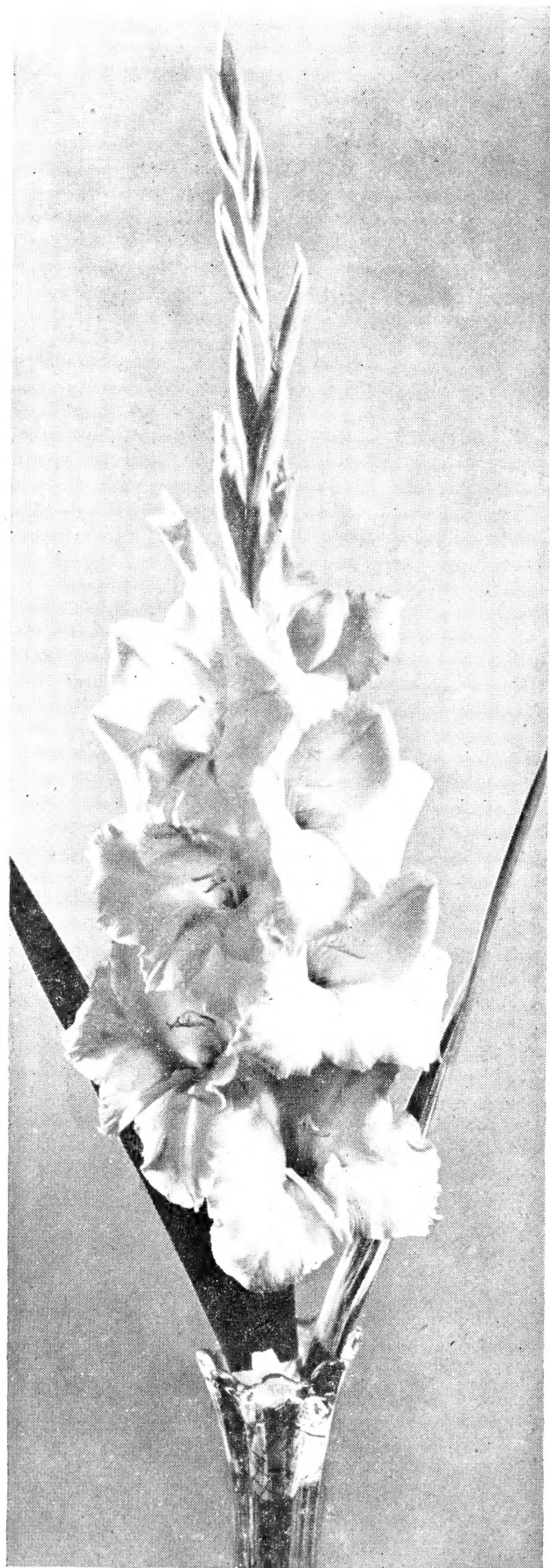
APRIL is an excellent keeper for the florist, and they like it very well. These bulbs are Wisconsin grown and are perfect bulbs.

**Large \$1.00; 10 for \$8.00. Medium \$.75; 10 for \$6.00**

**Small \$.50; 10 for \$4.00; 100 for \$25.00**

**Bulblets—10-\$1.00; 100-\$8.00; ½ pt.-\$48.00**





DIADEM

**MARY O'DELL** (Cave-1948): — We have grown MARY O'DELL for three years, and no other white has given us quite the satisfaction, quite the admiration, that we annually get from MARY O'DELL. Florets are only medium size, but we have had 13 open at once. Ten or 12 open is not unusual. When whites such as this reach the cut flower markets, older white commercials will find a very slow demand. We are holding all small and bulblets for propagation. That's what we think of it.

**Large \$1.00**

**Medium \$1.00**

**DIADEM** (Lines-1947):—DIADEM gave us one of our most pleasant surprises of the year. Because of its extremely high price, DIADEM's dissemination has been limited. The price is getting down where you can give it a trial. Introduced as a fragrant variety, we were very pleased to learn that DIADEM could also grow fine spikes. Without reservation, we believe that DIADEM is the only fragrant variety, that can compete with our modern varieties, if its fragrance were disregarded. Its color is very, very similar to that of OREGON ROSE; and will open 9 ruffled 5½ inch florets; on a tall well balanced spike. It is quite early (78 days). DIADEM has no noticable fragrance in the field, but if cut and taken indoors, its fragrance becomes very definite. DIADEM is very valuable as a parent of future fragrant varieties. Its fragrance is secondary to its beauty of form and color. Only large and medium bulbs will be sold, as fragrance is not pronounced from small stock.

**Large \$3.00**

**Medium \$2.00**



## **WHITE CHALLENGE**

(Arnett-1947):—We love it. Color harmony is lovely, and —boy what a spike. Color is blush white with a small rose spot in the throat. Two consecutive years have found it with the highest score in the Michigan Trial Grounds. Very heavy substance, and opens from a tight bud. Truly a commercial of the future. Disease resistance make **WHITE CHALLENGE** a must have, just as soon as you can afford it.

**Large \$3.50**

**Medium \$2.50**

**Small \$1.50**

## **TEXAS** (Buchanan - 1947):

—We believe this to be the best early white for the commercial cut flower grower. Same bloom season as **ANNAMAE**, but texture and other qualities are much better. Is good enough to win in the shows.

**Medium \$.75**

**Small \$.50**

**Bulblets—10-\$1.00**

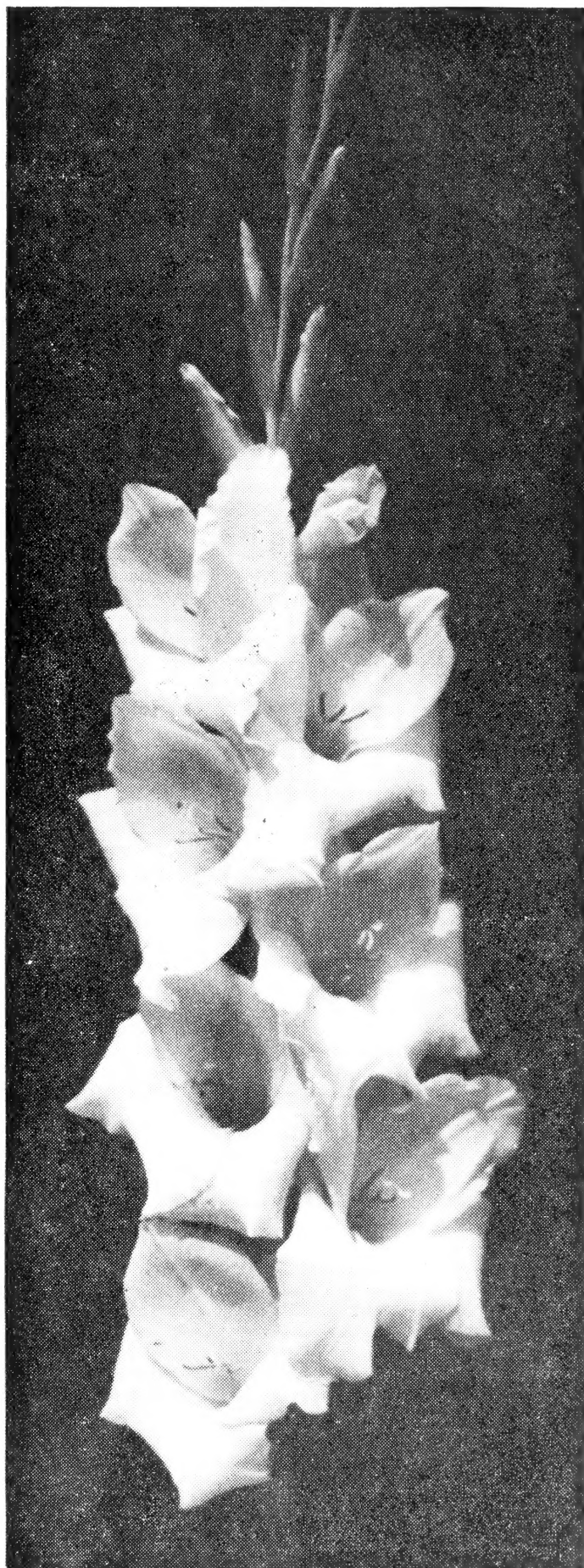
**NEON** (Young-1947):—Extra fine medium pink for the commercial cut flower grower. Has all the qualities required for profitable cutting. This Glad is a tuffy, and a good one.

**Large \$1.00**

**Medium \$.75**

**Small \$.50**

**Bulblets—10-\$1.00**



**TEXAS**

## GENERAL LIST OF GLADIOLUS

- Algoma**—Exhibition blotched pink. Very odd coloring draws instant attention.  
L—25c M—20c S—15c Bts.—10-25c
- Annamae**—Fine early white. Pureness of color permits dyeing of florets in design work.  
L—3-25c; 10-75c M—4-25c; 10-50c S—5-25c; 10-35c Bts.Pkg.—25c
- April**—1948 introduction. See page 5.
- Badger Beauty**—Clean lavender with cream white throat. One of the cleanest lavenders.  
L—3-30c M—4-30c S—5-30c Bts. Pkg.—25c
- Barcarole**—An old light orange. We value this color for florist work.  
L—3-25c M—4-25c S—5-25c Bts. Pkg.—25c
- Bit O'Heaven**—Medium size orange. This variety is tops for floral work, center pieces, etc.  
L—3-30c M—4-30c Bts. Pkg.—25c
- Black Diamond**—A very dark red that is the nearest to black of any variety.  
Large only—35c
- Black Opal**—Very good very dark red.  
L—3-30c M—4-30c; 10-60c S—5-30c; 10-40c Bts. Pkg.—25c
- Blaze**—Commercial light scarlet. L—3-25c M—4-25c S—5-25c Bts. Pkg.—25c
- Blue Beauty**—Medium blue shading darker toward edges of petals.  
L—3-25c M—4-25c Bts. Pkg.—25c
- Blue Lagoon**—A tall dark violet. A strong grower, and one of the best of the newer blue.  
L—\$1.50 M—\$1.00 S—75c Bts. 10-\$1.50
- Bridesmaid**—Fine early commercial pink with large cream throat.  
L—20c M—2-30c; 10-\$1.00 S—3-30c; 10-75c Bts. Pkg.—35c
- Burgundy**—Rich burgundy red. Grows some nice spikes.  
L—20c M—2-30c S—3-30c Bts. Pkg.—35c
- Burma**—Heavily ruffled very deep rose. You will marvel at its beauty.  
L—2-30c M—3-30c Bts.—20-25c
- Butterscotch**—1948 introduction. See page 5.
- Candy Heart**—Clear flesh pink with prominent blotch. Grows 6 inch florets.  
L—3-30c M—4-30c Bts. Pkg.—25c
- Chamouny**—Deep cerise rose with silver line on edges of all petals.  
L—3-30c M—4-30c; 10-60c S—5-30c; 10-40c Bts. Pkg.—25c
- Coral Glow**—One of the old stand-bys in orange.  
L—3-25c M—4-25c; 10-50c Bts. Pkg.—25c
- Corona**—Ruffled cream with picotee edge of pink. Very appealing color.  
L—3-25c; 10-75c; 100-\$4.00 M—4-25c; 10-50c; 100-\$2.50  
S—5-25c; 10-35c; 100-\$1.25 Bts. Pkg.—25c; Pt.-\$1.00
- Cover Girl**—Self color medium pink. Very large florets on a very tall spike.  
L—25c M—2-30c S—3-30c Bts.—10-25c
- Crinkle Cream**—Ruffled light golden yellow, without markings. Very large florets, and is a beauty.  
L—2-30c M—3-30c S—4-30c Bts.—10-25c
- Delilah**—Large ruffled salmon orange. L—75c M—50c S—35c Bts.—10-75c
- Diadem**—1947 introduction. See page 6.
- Early Gold**—Earliest bloomer in the garden. Valuable for that early bloom.  
L—3-30c M—4-30c S—5-30c Bts. Pkg.—30c
- Elizabeth the Queen**—Best ruffled lavender yet introduced.  
L—2-25c M—3-25c S—4-25c Bts. Pkg.—25c

- Elwood**—A very late lavender, with a good clean color.  
M—4-25c S—5-25c Bts. Pkg.—25c
- Ethel Cave Cole**—Tall beautiful light pink. A fine one.  
L—3-25c; 10-75c M—4-25c; 10-50c S—5-25c; 10-35c Bts. Pkg.—25c
- Fair Angel**—Outstanding creamy white, that can grow some marvelous spikes.  
L—3-30c M—4-30c; 10-60c S—5-30c; 10-40c Bts. Pkg.—25c
- Gardenia**—So many good new ones have come along in the creams. Also ran.  
L—3-25c; 10-75c M—4-25c; 10-50c
- Genghis Khan**—A much overlooked ruffled pink. This has quality.  
L—35c M—25c S—2-35c Bts.—15-35c
- Glamis**—Beautiful salmon-rose with cream lip. Intensely ruffled. A fine one.  
L—3-35c M—4-35c; 10-70c S—5-35c; 10-50c Bts. Pkg.—35c
- Gloaming**—Bright purple with attractive white throats. Medium size.  
L—3-25c M—4-25c Bts. Pkg.—25c
- Golden Sunset**—Rich deep orange.\* Heavily ruffled and a giant. It's tops.  
M—25c S—25c
- High Finance**—Smoky light orange grey. Tops. Has won a hat full of ribbons.  
L—3-35c M—4-35c S—5-35c Bts. Pkg.—35c
- Hawkeye Red**—Red color sport of Vagabond Prince. Good grower.  
L—2-30c M—3-30c S—4-30c Bts. Pkg.—30c
- Igloo**—Fine white with slight cream throat. 6 inch florets, and early.  
L—25c M—2-35c S—2-25c Bts.—10-25c
- Indian Summer**—1949 introduction. See page 5.
- Jasmine**—An old light yellow, that is still worth growing.  
L—3-25c M—4-25c; 10-50c S—5-25c; 10-35c Bts. Pkg.—25c
- King Click**—Prize winning, tall bright red. Very popular.  
L—3-35c M—4-35c S—5-35c Bts. Pkg.—35c
- King Lear**—Deep reddish purple, with silver margin on all petals. Ruffled.  
L—3-25c M—4-25c Bts. Pkg.—25c
- King Tan**—Large rosy tan that gets attention on sight. This can win the ribbons.  
L—3-35c M—4-35c; 10-70c S—5-35c; 10-50c Bts. Pkg.—35c
- King William**—Soft salmon and apricot, blending to a cream throat. A beauty.  
L—3-25c M—4-25c S—5-25c Bts. Pkg.—25c
- Lady Jane**—Deep cream with prominent yellow lip. One of the best.  
L—3-25c; 10-75c; 100-\$4.00 M—4-25c; 10-50c; 100-\$2.50  
S—5-25c; 10-35c; 100-\$1.25 Bts. Pkg.—25c
- Lavender and Gold**—Not a large variety, but color is fine. Valuable for floral work.  
L—2-25c M—3-25c S—4-25c Bts. Pkg. 35c
- Lavender Queen**—Deep violet lavender. Fine contrasting color for lighter colors.  
L—3-25c M—4-25c S—5-25c Bts. Pkg.—25c
- Leading Lady**—Fine creamy sport of Picardy. One of the best of all varieties.  
L—2-30c M—3-30c; 10-80c S—4-30c; 10-60c Bts. Pkg.—40c
- Legend**—Pure light pink blending to a cream throat.  
L—3-30c M—4-30c S—5-30c Bts. Pkg.—30c
- Lipstick**—Light pink with a lipstick blotch. A fine variety.  
L—2-40c M—3-40c S—4-40c Bts. Pkg.—40c
- Margaret Beaton**—Snowy white with small vermillion spot in the throat.  
L—3-25c; 10-75c M—4-25c; 10-50c S—5-25c; 10-35c Bts. Pkg.—25c
- Marguerite**—Clear watermelon pink with creamy yellow throat. Very large.  
L—2-40c M—3-40c S—4-40c Bts. Pkg.—40c















- Marimba**—Very tall growing light buff. Fine for home garden.  
L—3-30c M—4-30c S—5-30c Bts. Pkg.—30c
- Marseillaise**—Glistening crimson red. 6 inch bloomer with long flower head.  
L—3-40c M—4-40c Bts. Pkg.—40c
- Maryland Maid**—Large formal pink with cream throat.  
L—25c M—2-35c S—2-25c Bts. Pkg.—50c
- Mercury**—Clean vermillion red. Beautiful under the lights.  
L—3-30c M—4-30c S—5-30c Bts. Pkg.—30c
- Mighty Monarch**—This fine Glad has proven that no other red can out-perform this variety. Take our tip, this Glad is tops. Color is a glistening deep red. Grows very tall, with a very long flower head. Very large florets. Rapid propagation is bringing the price down where you can afford it.  
L—75c each M—50c S—35c Bts.—10-75c
- Mary O'Dell**—1948 introduction. See page 6.
- Madeline Brown**—Identical color to Picardy, but with better hot weather performance.  
L—2-40c M—2-25c
- Madonna**—A very large white. A dandy bloomer.  
L—25c M—2-35c S—2-25c Bts. Pkg.—40c
- Marion Pearl**—Large exhibition salmon. Worthy of any garden.  
L—35c M—25c S—2-35c Bts.—10-35c
- Myrna**—Very intensely ruffled white. A favorite.  
L—3-30c M—4-30c S—5-30c Bts. Pkg.—30c
- Myrna Fay**—Very early medium lavender. A fine new one.  
L—\$1.00 M—75c S—50c Bts.—10-\$1.00
- Neon**—1947 introduction. See page 7.
- Nancy**—1949 introduction. See page 5.
- Ohio Nonpareil**—Large clear, bright scarlet. Grows very tall.  
L—3-35c M—4-35c S—5-35c Bts. Pkg.—35c
- Orange Prince**—On the red side of orange. Good clean color.  
L—25c M—2-35c S—2-25c Bts.—10-25c
- Orange Gold**—Rich gold and orange self. Bit O'Heaven in a large size.  
L—25c M—2-40c S—2-25c Bts.—10-25c
- Oregon Gold**—Fine commercial yellow. Nicely ruffled.  
L—3-35c M—4-35c S—5-35c Bts. Pkg.—35c
- Paymaster**—Real royal purple. 5½ inch florets. This looks like a fine commercial in this color. Strong grower.  
L—\$1.00 M—75c S—50c Bts.—10-\$1.00
- Oriental Pearl**—Giant cream florets. One of the largest.  
L—50c M—40c S—30c Bts.—10-50c
- Purple Supreme**—Bright deep purple. Thin silver margin.  
L—2-25c M—3-25c S—4-25c Bts. Pkg.—35c
- R. B.**—Smoky bronze. Florets are immense.  
L—3-30c M—4-30c S—5-30c Bts. Pkg.—30c
- Red Charm**—A great favorite in the medium red shade. Best of its color.  
L—3-30c M—4-30c; 10-60c S—5-30c; 10-40c Bts. Pkg.—30c
- Rocket**—Clear scarlet. A very appealing color.  
L—3-25c M—4-25c S—5-25c Bts. Pkg.—25c
- Rosa Van Lima**—Light rose pink. Outstanding color.  
L—3-25c M—4-25c S—5-25c Bts. Pkg.—25c
- Ruby Red**—Very rich color puts this Glad in the list.  
L—45c M—35c S—25c Bts.—10-45c

- Silver Gull**—Bright silvery blue, with a pure white throat. **Medium only—50c**
- Silver Star**—One of the most beautiful Glads in our garden. Pure white with very bright purple throat. Edged and shaded lavender.  
**L—30c M—2-40c S—2-30c Bts. Pkg.—10-30c**
- Silver Wings**—Tall, ruffled white sport of Picardy. One of the best.  
**L—25c M—2-40c S—2-25c Bts.—10-25c**
- Sunlight**—Orange florets have a deeper shade of orange at edge of petals.  
**M—50c S—35c**
- Sunspot**—One of the outstanding Glads. Light apricot buff with rose spot in throat.  
**L—\$1.00 M—60c S—40c**
- Spic & Span**—Ruffled deep pink. Blue ribbon winner in your garden.  
**L—\$1.75 M—\$1.50 No small or bulblets.**
- Spotlight**—Deep yellow with small red spot. Best of its color.  
**L—2-40c M—2-25c S—3-25c Bts. Pkg.—30c**
- Snowbank**—Sparkling white of heavy substance. Odd floret formation.  
**L—3-30c M—4-30c S—5-30c Bts. Pkg.—30c**
- Stoplight**—Bright ruffled red. Fine commercial.  
**L—3-30c M—4-30c S—5-30c Bts. Pkg.—30c**
- Surfside**—Ruffled white. Fine late commercial.  
**L—3-30c M—4-30c S—5-30c Bts. Pkg.—30c**
- Texas**—1947 introduction. See page 7.
- Truelove**—Beautiful early shell pink. Ruffled. A good one.  
**L—25c M—2-35c S—2-25c Bts.—10-25c**
- Vagabond Prince**—Garnet brown with a bright scarlet blotch.  
**L—3-25c M—4-25c S—5-25c Bts. Pkg.—25c**
- Vangold**—Early deep yellow self color. Like yellow silk.  
**L—25c M—2-35c S—2-25c Bts. Pkg.—35c**
- Vista Bonita**—Gigantic salmon pink. Often 7 inch florets. **L—3-35c Bts. Pkg.—35c**
- White Gold**—Giant cream blending to a rich yellow throat.  
**L—3-25c; 10-75c; 100-\$4.00 M—4-25c; 10-50c 100-\$2.50**  
**S—5-25c; 10-35c; 100-\$1.25 Bts. Pkg.—25c; Pint \$1.00**
- Wings of Song**—Rose salmon with cream lip. Often has purple flecking.  
**L—3-25c M—4-25c S—5-25c Bts. Pkg.—25c**
- White Challenge**—1947 introduction. See page 7.

## DID YOU EVER STOP TO THINK? — PARDON THE PUN

Perhaps you have overlooked one very important fact about Gladiolus.

Over a period of years, our American Glad fans have reached the ultimate of perfection in their culture of exhibition Gladiolus. 'God bless em'.

Do you realize that the Gladiolus BULB, requires an entirely different soil condition, to attain that same degree of perfection? Because of a discussion with the late J. R. Hopkins, we designed a program for the improvement of the Gladiolus bulb. Starting from scratch (1941), because no scientific information was available, we devoted much study and research to attain perfection, as it pertains to the growing of the PERFECT GLADIOLUS BULB. We have made evident progress, and have experimental results to indicate that further improvement is very near.



Many hundreds of Glad fans have been receiving these improved bulbs in their orders, and their expressions of gratitude is amazing. We have never considered testimonials to be of value to us in our advertising, but perhaps a few might be in order, to illustrate the degree of perfection already attained:

2/16/46

Dear Mr. Baxter: I am just taking time out—to tell you that the stock we received from you is the finest we have received from any source this season. What do you do to grow such fine bulbs? Of course, I don't want you to give out information that you may not want to give out.

Sincerely yours,

Carl Salbach,  
Berkeley, Calif.

3/11/47

Dear Sir: I want to thank you for those lovely bulbs you sent me. I won't forget it when I am in need of more bulbs. Also for your catalog, it is well written.

Very respectfully,  
Wm. J. B.,  
Akron, Ohio.

6/1/47

Dear Mr. Baxter: I received bulbs very promptly, and wish to state that they were the best looking bulbs I've received out of five different houses. Thank you for the many extras. Your generosity and interest is fully appreciated. Remittance for membership in NEGS follows.

Sincerely,

A. B.,  
Springfield, Ill.

4/11/47

Gentlemen. A short time ago I ordered some Glad corms from you, and they have been received, and I just cannot let this opportunity go by without writing and thanking you for these corms.

They are really the best corms I have ever been able to purchase, and I have bought from 12 other firms before I ordered these from you. I am planting about 3,000 corms this season and I am positive that the blooms from these corms purchased from you will be the best ever.



Last year I won 31 ribbons at two of our shows, and am in hopes to win more than that this year with these corms from you. I am just an amateur, but a "nut."

Thanks again, and with a half decent growing season, I am positive I will be able to add more ribbons to my collection.

Very truly yours,

H. R. V.,  
Deerfield, Ill.

3/13/48

Dear O. B.: The above order came to me yesterday at 10 degrees below zero; safe as a baby in blankets. The material is superb—so much better than I have been receiving for several years. Your concept of size is certainly very satisfying, and the corms have the rosy completion of youth, without fault or blemish. Generous overcount, and two new varieties as extras. This testimonial is heartfelt and unsolicited. Can one say more?

Thank you,

M. C. B.,  
Nora, Ill.

3/15/47

Dear Mr. Baxter: The shipment of bulbs arrived today in fine shape, and what fine looking bulbs. Want to thank you for the generous extras put in a wholesale order. That is unusual. I appreciate the selections also.

Cordially yours,

H. E. M.,  
Winthrop, Ia.

▲ ▲ ▲

We have many, many more cards and letters from our customers, indicating their complete satisfaction of quality and value. All unsolicited and voluntary. Each order is viewed as a direct challenge to us, and to achieve satisfaction of the customer, all orders receive our personal attention.

No diseased condition is tolerated in our stock of bulbs. We buy diseased bulbs too, and as soon as any diseased condition is discovered, that stock is immediately destroyed. We take the loss on bad bulbs; not you. Two complete varieties were destroyed this year, and they are not offered in our catalog. Our planting is made on new ground each year, so that a previous planting will not infect clean stock.

## THANKS

We wish to thank our customers for a steadily growing business over the past several years. Our bulb volume has more than doubled within the past two years. Last season, our supply experienced a complete sell-out, with the exception of our planting stock. If the volume of our business continues to increase at the same rate, late spring orders will find us with many sold out items, and your orders, in part or whole will be refunded. First come, first served. Early orders receive the most liberal consideration because of adequate supply. We have already sold a very large order for size No. 1 bulbs in the older varieties, and because of this, that size will become extremely short, except in newer varieties.

We are making no effort to compete with prices of diseased or questionable quality of stock. If prices are your only consideration, cheap bulbs can become very expensive. We are growing for quality, and must be priced accordingly.

Again, our sincere thanks for your support. Your satisfaction is our future foundation in business. And we are alert enough to know it.

OREN BAXTER, Grower.

We have found that some of our customers have very difficult growing conditions, and believe that an article, such as the following, will prove very interesting to Glad fans in general. Perhaps we are lucky to have ideal growing conditions. We consider these obstacles a tribute to flowers, and *Gladiolus* directly, and praise this desire to create floral beauty. We are proud to have Mr. Ehringer for a customer.

## GROWING GLADIOLUS UNDER ADVERSE CONDITIONS

Southern Arizona really has a very desirable all year round climate which has restored the health of thousands of persons that settled there from various parts of the nation.

However, before he can produce beautiful flowers there, the gardener must acquire a greater knowledge of soils, plants and watering than is necessary in almost any other section of the United States. Probably in no other location will he encounter so many exasperating and injurious conditions contributing to discourage him.

We live in the small Mexican border town of Nogales, which is 70 miles south of Tucson. Our home is on a hill top with an altitude of 4,000 feet above sea level. The lot is rather small and I have a total of only 1800 square feet in cultivation. However, this area is divided into 20 separate flower beds of various sizes which are located on all four sides of the house. Those in the rear are on terraces. Very little top soil covered the rocks and hardpan when I moved in seven years ago. Approximately 35% of the contents of each bed consisted originally of stones and rocks varying in size from a walnut to boulders two feet in diameter. A few parts of the lot were underlaid with huge slabs of limestone which were beyond my ability to remove. In such cases the beds had to be raised, instead of lowered. Sand and composted materials consisting of cow manure, mesquite sawdust and leaves were mixed with the original clay top soil.

On our place we grow about 1,000 glads, in addition to a substantial collection of tall bearded iris, narcissi, gerberas, *hemerocallis*, sweet peas, roses and violets. Because of the low humidity, scanty rainfall, brilliant sunshine and high temperatures it is especially necessary that the soil contain a liberal amount of organic matter, to better retain the moisture and thus protect the roots of the plants from the damaging heat. In the winter and spring we frequently do not have a drop of rain for six weeks. This year we had less than seven inches of precipitation from January 1 to August 1. In June, July and August the maximum temperature in the shade is between 95 and 107 degrees for 15 or 20 days in a row. This explains why we must cut our glads as soon as the bottom floret opens.

The best location for us is one which will receive shade after 3 p. m. Because of the reflected heat we can't plant closer than three feet from the side of a wall or building. If we do the foliage turns grey or brown and the plants fail to bloom. The corms are planted from March 1 to April 15 and require heavy watering five days a week after they are ten inches tall and until they have finished blooming, after which time the frequency is gradually reduced. If planting is delayed until after May 15, the foliage and buds usually become victims of hordes of grasshoppers, corn earworms and fall army worms. Because of the intense heat during the greater part of the growing season, many of the gardening jobs can be done comfortably only before 9 a. m. or after 6 p. m.

In common with many other sections which have an annual rainfall of less than 15 inches, southern Arizona has an alkaline soil. The pH value in our vicinity is between pH 7½ and pH 8 and is one of the principal reasons why many persons fail

to grow glads successfully here. In contrast to rain water, which is neutral (pH7), our city water is pH 7.78. This makes our problem more difficult. In November 1947 I divided my largest two glad beds into sections for test purposes. One-third of each bed received no acidifying material, but agricultural sulphur was worked into the remainder at the rate of four pounds to 100 square feet. The foliage of the plants grown in the untreated plots in 1948 was very chlorotic and several contained so little chlorophyll that they died prematurely. In a few instances the foliage was a bright cream color with faint green veins. The leaves on the other plants were yellowish green to light green. The plants that did bloom made spikes that were hardly worth cutting. As a result of the excess calcium in the soil the manganese, iron, and possibly other elements required by the plant for the formation of the chlorophyll (the green coloring matter) and for normal growth, combined with the calcium to form insoluble compounds in the soil and thus were not available to the plants. The important element, phosphorus, likewise is said to become "fixed" at pH values above pH7½. This deficiency condition does not occur when the pH value of the soil is between 5¾ and 7. The optimum soil reaction for gladiolus is probably about pH6. The foliage of the plants grown in the treated plots was a medium green and I am convinced that twice as much sulphur would have given better results under my conditions. This fall I shall treat all plots accordingly, as approximately five months are required to reduce the soil reaction to the acid side.

Incidentally, I had incorporated liberal amounts of cow manure in my soil and, contrary to general belief, this tends to increase the alkalinity. Bone meal also has an alkaline reaction, but ammonium sulphate, cotton seed meal and potassium sulphate (sulphate of potash) all produce an acid reaction. Practically all of the imported peat mosses, and many of the domestic brands, should reduce the pH of the soil satisfactorily if a three inch application is dug in several months previous to planting. It also has the added advantage of supplying a desirable form of organic matter.

Together with gardeners in other states that have mild winters, we learn that one of our worst pests is the root knot nematode. It attacks the roots of several hundred species of plants, including gladiolus. It punctures the roots and mutilates them to such an extent that they are unable to function properly. These affected plants are stunted, light in color and wilt readily. This soil organism is so tiny that it can hardly be seen without the aid of a microscope, under which it has the shape of a miniature eel and appears to be almost transparent. Knot-like growths form on the infected fibrous roots and, in addition, the primary roots are abnormally thickened. Although there are several control preparations available for use in the small garden, nearly all of them are rather expensive and disagreeable to use. One recently produced by a prominent oil company, and another by a leading chemical firm, appear to me to be very effective and reasonably priced. Large areas of cultivated land in southern California are being treated with these materials by commercial operators.

Our most common native tree is the mesquite. They are not confined to the desert and canyons, but are also found on many residential lots. Two of my glad beds are within 10 feet of half-grown mesquites. Their fine fibrous roots penetrate the beds a few inches below the surface and rob the plants of the much-needed moisture and plant food. The only solution of this problem for me is to kill the trees.

However, despite all the handicaps of nature, I have seen many beautiful spikes produced here. I shall continue to plant the queen of flowers and strive to improve my growing conditions.

WILLIAM J. EHRINGER,  
Nogales, Arizona.

## CRYSTAL BALLS — PAST, PRESENT AND FUTURE

Gladiolus has been revolutionized by our modern hybridists, and future species of this flower is due for continued improvement. Our American and Canadian hybridists are the most progressive of any in the world today. We will have very serious disease problems before they are conquered. Complete disease resistance is a distinction of future introductions. Doubles and fragrance are coming. Super-varieties will be introduced at prices that all Glad fans will be able to afford. Trial ground records will become a universal requirement for introduction. Gladiolus will become classified as nursery stock, thus eliminating disease at its source. Revolutionized methods of retail will increase the popularity of Gladiolus, and our present society memberships can be regarded as 'charter members.' You, as a Glad fan, and a buyer; are in the drivers seat. You lead the way; we follow. Look into your crystal ball, Pal. What can you see?

(Have we got our neck stuck out far enough?). Start swinging.

## BLUE RIBBONS

In the past, we have taken a definite stand against entering open competition in the shows. We believe that a commercial grower should show NON-COMPETITIVE against the amateur in the open Amateur Class. This may sound strange to the average Glad fan, but we positively do not believe in the principle of competing against our customers for blue ribbons. We want YOU to win the ribbons, and believe that we have a sufficient number of amateurs to make this open class very strong. Many amateurs are frightened at the thought of entering open competition against the commercial growers. Only in the seedling and new introduction classes is the commercial grower justified in entering open competition. And then, only in the interest of the new variety, and not the ribbon. Yours for more blue ribbons for the amateur.

## CATALOGS

Catalogs are a portion of the cost of advertising, and must be included in the value of the bulbs. Again this year, we are mailing to all on our mailing list. We are planning de-lux catalogs for the future, and the cost will prohibit mailing to any except active customers. We seek your business and we want you to receive our catalogs as published. An occasional order will keep you in good standing.

## PLEASE — PLEASE — PLEASE

At Easter time, we will be in a hopeless rush. You can help us plan our shipments by getting your order to us as soon as possible. We want to give the best of service, and the filling of orders is a very slow, exacting task. We guarantee the arrival of safe shipments.



# GARDEN OF THE GODS

BOX 106

JANESVILLE, WISCONSIN

Mr. \_\_\_\_\_ Date \_\_\_\_\_  
Mrs. \_\_\_\_\_  
Miss \_\_\_\_\_ (Please Print)

R. F. D. or St. \_\_\_\_\_

Post Office \_\_\_\_\_ State \_\_\_\_\_

Express Office \_\_\_\_\_ Amt. Enclosed \_\_\_\_\_

If We Are Out of What You Order Shall We—

( ) Refund      ( ) Substitute Nearest Size      ( ) Substitute Nearest Variety

Quantity	Variety	Size	Price	
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